



Doug Tripp <doug.tripps@lacity.org>

Fwd: Invitation to Attend - Battling the Soda & Junk Food Giants: Are We at a Tipping Point?

2 messages

Alexis Marin <alexis.marin@lacity.org>
 To: Doug Tripp <doug.tripps@lacity.org>

Thu, Apr 18, 2013 at 2:57 PM

Wanna roll with?

Alexis Marin
 Legislative Deputy
 Office of Councilman Mitchell Englander
 Council District 12
 213-473-7012: Phone
 213-473-6925: Fax

----- Forwarded message -----

From: **Rosa Soto** <rs@publichealthadvocacy.org>
 Date: Wed, Apr 17, 2013 at 5:44 PM
 Subject: Invitation to Attend - Battling the Soda & Junk Food Giants: Are We at a Tipping Point?
 To: "alexis.marin@lacity.org" <alexis.marin@lacity.org>

Alexis,

WONDERING IF YOU ARE AVAILABLE TO ATTEND? PROMISES TO BE A VERY INSPIRING AND PROVOCATIVE DISCUSSION....

**Are there others within your office that we would want to attend to the event and the VIP reception?
 Do you want to let Doug know as well?**

Rosa

On behalf of the California Center for Public Health Advocacy (CCPHA), I am writing to invite you to an exciting forum CCPHA is co-hosting on Monday, April 22 from 11:45am - 1:15pm at The California Endowment's (TCE) headquarters in downtown LA. In addition, you are invited to attend the VIP reception for elected officials, media, panelists and advocates from 10:30 – 11:15 am.

CCPHA and TCE are thrilled to host Pulitzer Prize winning journalist Michael Moss, author of the new bestseller *Sugar, Fat, and Salt: How the Food Giants Hooked Us*, who will facilitate a 30 minute presentation on this timely topic. Following Mr. Moss' presentation will be a moderated discussion with Mr. Moss, Dr. Francine Kaufman, El Monte Mayor Andre Quintero, and Dr. Eric Walsh, to examine the topic "What is the proper role of government in regulating the food and beverage industry?"

Moss' book could be a game changer. Here's a terrific NY Times Magazine article about the book and a 7 minute interview of Moss on *The Daily Show*. Based on over 300 insider interviews and thousands of pages of secret industry memorandums, Moss describes how the food and beverage industry blatantly manipulate products to seduce consumers to eat and drink more and more. At the end he quotes the head of Phillip Morris (of all people) saying that government needs to regulate these industries to provide them cover from Wall Street to change their recipes and marketing strategies.

I know this is a topic of great interest to the public health community and we'd love to see you there. Please take a moment to [CLICK HERE](#) to RSVP and feel free to forward the attached invitation to colleagues you believe would be interested in attending this great event.

Do not hesitate to let me know if you have any questions or require any additional information regarding this exciting event; otherwise I look forward to seeing you on April 22.

Best,

Rosa

Rosa Soto

Regional Director

CA Center for Public Health Advocacy

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Baldwin Park, CA 91706

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CLICK HERE or on the image below to RSVP



The California Center for Public Health Advocacy and The California Endowment invite you to a special conversation

Battling the Soda & Junk Food Giants Are We at a Tipping Point?

Featuring

Pulitzer Prize-winning journalist and author of the new best selling book
Salt Sugar Fat: How the Food Giants Hooked Us

Michael Moss

Monday, April 22, 2013

VIP Reception
10:30 am – 11:15 am

Panel Forum
11:45 am – 1:15 pm

PANELISTS:

Eric Walsh, MD, MPH, Health Officer, City of Pasadena

Honorable Andre Quintero, Mayor, City of El Monte

Francine Kaufman, MD, Chief Medical Officer Medtronic Diabetes,
Emeritus Professor USC School of Medicine

MODERATOR:

Marion Standish, J.D., Senior Advisor, Office of the President, The California Endowment

Followed by a book signing

The California Endowment, Redwood Room
1000 N Alameda Street, Los Angeles, CA 90012

CLICK HERE to RSVP by April 18, 2013

LUNCH WILL BE PROVIDED

2 attachments

 **Moss_Invite_April_22_2013_VIP.pdf**
101K

 **oledata.mso**
119K

Alexis Marin <alexis.marin@lacity.org>
To: Doug Tripp <doug.tripp@lacity.org>

Mon, Apr 22, 2013 at 8:13 AM

Alexis Marin

Begin forwarded message:

From: Rosa Soto <rs@publichealthadvocacy.org>
Date: April 19, 2013, 5:38:22 PM PDT
To: Alexis Marin <alexis.marin@lacity.org>
Subject: RE: Invitation to Attend - Battling the Soda & Junk Food Giants: Are We at a Tipping Point?

Alexis,

You and Doug are on the RSVP list! See you Monday.

Rosa

Rosa Soto

Regional Director

CA Center for Public Health Advocacy

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[t] 626.962.5900

[c] [REDACTED]
[f] 626.961.1609

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Original Logo wTagline.jpg

From: Alexis Marin [alexis.marin@lacity.org]
Sent: Thursday, April 18, 2013 3:12 PM
To: Rosa Soto
Subject: Re: Invitation to Attend - Battling the Soda & Junk Food Giants: Are We at a Tipping Point?

Doug and I would love to attend. We cannot stay for the entire time but I think it would be good to hear what the panelist have to say.

Do I just fill out the rsvp form?

Alexis Marin
Legislative Deputy
Office of Councilman Mitchell Englander
Council District 12
213-473-7012: Phone
213-473-6925: Fax

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